

ABSTRACT OF THE DISCLOSURE

The invention relates to protected alcohol with formula $(R^1 - O)_m PG$, wherein R^1 represents a linear, straight-chain alkyl group having 26-30 C-atoms, m is 1 or 2, and PG, forming an ether group in combination with the -O- of the former primary alcohol, represents a protecting group chosen from the group of substituted methyl, substituted ethyl, substituted benzyl and (substituted) silyl groups with at least one substituent on the Si-atom being not a methyl group, in case $m = 1$; and a diol protecting group in case $m = 2$, with the proviso that PG is no saccharide. The invention further relates to process for the preparation of such protected alcohols via an organometallic cross coupling reaction.